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Attorney's Docket No.: 13186-010001

#3621

AP/RW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gian Fulgoni et al.

Art Unit : 3621

Serial No. : 09/532,890

Examiner : James A. Reagan

Filed : March 22, 2000

Title : SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA

**MAIL STOP AMENDMENT**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF OCTOBER 13, 2004

Please amend the above-identified application as follows:

Amendments to the Claims begin on page 2.

Remarks begin on page 9.